

# Ground- and Excited-State Dipole Moments of 6-Propionyl-2-(dimethylamino)naphthalene Determined from Solvatochromic Shifts\*

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The dipole moments in the ground- and excited-state of the fluorescence probe 6-propionyl-2-(dimethylamino)naphthalene (PRODAN) are determined from solvatochromic shifts to be  $\mu_g = 2.1$  D and  $\mu_e = 6.4$  D. These values concern the free molecule. In the first excited singlet state the dipole moment is only 3 times greater than in the ground state.